



The *Complete* Footwear Dictionary

Second Edition

Compiled and Edited
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maxiskirt

maxiskirt. A very long skirt a few inches off the ground. Popular in the 1970s. The opposite of miniskirt. Also known as a “granny skirt.”

Mayo bar. See *bar*.

McKay construction. See *shoe construction*.

measurement. The dimensions of a foot or last applied to the size, shape, and fit of the shoe.

measuring leather. Ascertaining the dimensions of a hide or skin or finished leather for square footage or area, or by weight or thickness, done by a measuring machine or device.

medallion. See *tip*.

medial. The inner side of an object, such as the inner or medial side of the foot.

medial long arch. The long main arch on the medial or inner border of the foot.

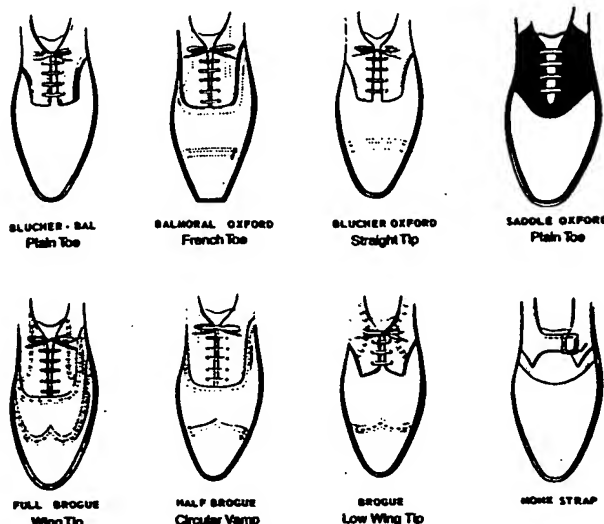
medical referral. A patient referred by a doctor, hospital, or clinic to a shoe store to be fitted in accord with prescription instructions.

medical shoe. See *prescription shoe* and *orthopedic shoe*.

mellow. A subjective response or evaluation to the touch and feel of leather—a soft, buttery feel. A common trade or fashion term.

memory. The ability of a material, such as leather, to stretch or expand under pressure, then return to its original dimensions when pressure is removed. An important quality for conformability in shoe fit. Some materials, such as some man-made, lack this capacity.

men's shoes. A trade category of adult men's shoes sizes 6 to 12 (extremes 4 to 16).



Selected classic styles of men's shoes.

metatarsal support

merchandise. Goods, products, or wares, usually bought to be resold to consumers.

merchandise manager. In the department store, the individual in charge of one or more lines of merchandise and who is responsible for the profitable movement of those lines.

merchandise mix. The styles, brands, and prices content or mix of a store's inventory.

merchandising. The broad scope of buying and selling merchandise by utilizing all the necessary techniques of moving and disposing of it most effectively and profitably.

mesh. See *fabrics*.

metal last. Used for making vulcanized or injection molded shoes where high heat and pressure are involved. Also known as a *mold*.

metatarsal. 1) One of five long, slender bones in the midfoot between the tarsal and toe bones. 2) The midfoot section of the foot forming the area between the ball and instep. From the Greek “meta,” meaning between or in front of.

metatarsal arch. See *arch*.

metatarsal bar. See *bar*.

metatarsalgia. Any pain, soreness, or aching in the front metatarsal area of the foot, or under the ball. “Algia” is Greek for pain.



Metatarsal pad just behind bone heads.

metatarsal pad. A small, heart-shaped pad inserted under the foot just behind the heads of the metatarsal bones to lift the metatarsal “arch” and provide relief for soreness there. The pad may be attached there by strapping, or may be inserted in the shoe. Some prescription shoes are made with a pre-inserted metatarsal pad.

metatarsal support. Any object or device, such as a pad or orthotic, designed to elevate the metatarsal bone heads or metatarsal arch and provide support against the pressures and stresses imposed there. However, it is debatable whether a “true” metatarsal arch actually exists in that it normally flattens in